

Missouri DECA Venture Capital Fund

What

Funding is being made available to provide loans for business start-up costs.

Who

All Missouri DECA Chapters.

Why

In an effort to encourage entrepreneurial activities in Missouri DECA chapters.

When

Proposals may be submitted at any time during the year to:

*Missouri DECA
Venture Capital Fund Committee
DESE
P. O. Box 480
Jefferson City, MO 65102*

How

Individual chapters may apply for this loan by submitting a business plan following the enclosed guidelines. Projects may be an innovation that has a specific beginning and ending date or may be an ongoing activity from year to year.

Venture capital will be granted to qualified chapters based on the feasibility of the idea, the thoroughness of planning, and the ability to repay the loan. The number of loans and amount of each will be based on available funds in the Venture Capital Account. Chapters receiving funding will be responsible for payment of the loan within one year of the award date. There will be no interest charged on the loan amount.

GUIDELINES FOR THE PROPOSAL

All proposals are limited to 10 pages. A page will consist of one sheet of paper (8 1/2" x 11") containing typed material presented on one side. Handwritten corrections are unacceptable. The title page and table of contents are considered part of the 10 page maximum (each page should be numbered). Proposals must be submitted in a DECA folio, binder, or 3 ring notebook.

Title Page: The first page of the proposal is the title page and will include the following:

- VENTURE CAPITAL FUND LOAN REQUEST
- Title of Project (i.e., Adventures in Retailing)
- Name of DECA Chapter
- Name of School
- School Address
- City/State/Zip
- Name(s) of student chairperson(s)

- Date
- Signatures of Chapter Advisor and Administrator

Table of Contents: The table of contents should follow the title page. It must list every heading of every section in the proposal and the page on which that section starts.

Body of the Proposal: The body of the proposal follows the outline. Include the answers to each question listed within each section in the following sequence.

I. Description of the Business

- a. What type of business are you planning?
- b. What products or services will you sell?
- c. What type of opportunity is it (new, part-time, expansion seasonal, year-round)?
- d. Why will this business be successful?

II. Marketing Plan

- a. Who are your potential customers?
- b. How will you attract and keep them?
- c. Who are your competitors? How are their businesses performing?
- d. How will you promote sales?
- e. Who will be your main suppliers? Why?
- f. Where will the business be located?
- g. What factors will influence your choice of location?
- h. What features will your location have?

III. Organization Plan

- a. Who will manage the business?
- b. How many employees will you need and what are their responsibilities?
- c. What are the plans for employee benefits, training, and supervision of employees?
- d. How will you manage finances and record keeping?
- e. Who will you consult as advisors for your business and why?
- f. What licenses and/or permits will you need?

IV. Financial Plan

- a. What is the cost to open the business and sustain it for the year/period?
- b. What is your total estimated business income for each month of the first year/period?
- c. What will be your monthly cash flow during the first year/period?
- d. What will be the capital value of your equipment?
- e. What will be your total financial need?
- f. What will be your potential funding sources?
- g. How will you use your money from lenders/investors?
- h. How and when will you repay this loan, if granted?

Source: M. Catherine Ashmore and Sandra G. Pritz, comp., "Developing the Business Plan", Level 2, Research and Development Series No. 240 BB 3, Program for Acquiring competence in Entrepreneurship (PACE), Revised (Columbus: The National Center for Research in Vocational Education, The Ohio State University, 1982), 167.